



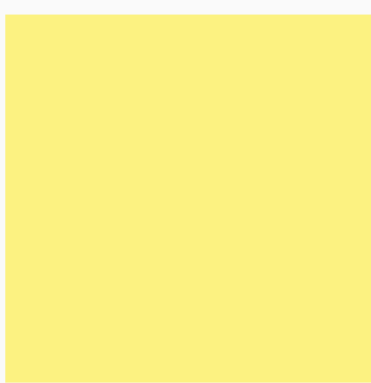
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



It has a great contribution to the Indian economy.

Supporting livelihoods through food, jobs and raw materials.

Half the habitable land on earth is used for farming.

It provides employment to a large population.

Democrats will increase funding to support the next generation of farmers.

Farmer attitudes and behaviours are influenced by economic, external, internal and social factors.



Persona's name
Short summary of the persona

Agriculture satisfies the basic need for food for millions of people and live stocks.

No, it is impossible to image a world without agriculture.

The factors like debt, production costs, equipment management and weather.

Focus on psychological constructs such as attitudes, values and goals.

Usually the farmers or land managers directly responsible for the land.

This mental health issues can have a long term impact of the farmers.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

 [See an example](#)